To: Sinanni, Suzanne M., Brandt, Kevin E., Roth, Kari L.
From: Kuruc, Nick
Posted: 8/20/97 17:03
Opened: 8/22/97 17:03
Subject: Pathmark Planogram

Kari, Sue & Kevin:

Attached is a letter sent to your ROU regarding additional Pathmark stores to be planogrammed. If these stores could be handled in September, it would be greatly appreciated.

CC: 1200 - New York Region (SCULLYA)

51847 1664

Source: https://www.industrydocuments.ucsf.edu/docs/xsxy0000

R J Reynolds
Tobacco Company

G. N. Kuruc, Jr.
Key Account Manager
400 Raritan Center
Edison, NJ 08837
Phone 908-225-4774
Fax 908-417-9076

August 20, 1997

To: Sue Sirianni
Kari Roth
Kevin Brandt

RE: **Pathmark Stores (0522-00-00)**
Additional Contract Stores

Attached is a planogram and Pathmark Brand ID tags for the stores listed below. Please have your Retail Reps planogram both the carton setup and package merchandisers. Upon completion, voice mail me at 43778 with store number and address. Should any problems be encountered with the Non Foods Manager in any store, please direct them to call Ralph Vitale at 908-499-3114.

Please note that our brands for this planogram are located in the front glass counter, and not on the Philip Morris main fixture. Both Mark Young and I believe that this is great exposure.

Division #	SIS #	Store Number	Address
1330	615990	571	Route 9, Mariboro
1332	778391	556	4160 Monument Rd, Philadelphia
1332	570908	564	840 Cottman Ave., Philadelphia
1334	778572	552	3rd & Oregon, Philadelphia
1334	583411	594	517 Rt. 72, Manhawkin
1334	615655	576	Route 9, Howell
1334	287459	532	3021 Greys Ferry Ave, Phila

As always, If you have any questions, please call me.

Best Regards,

Nick Kuruc

51847 1665

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